

Message Text

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ACTION COME-00

INFO OCT-01 AF-08 ISO-00 CIAE-00 EB-08 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /047 W

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FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 9632

UNCLAS LAGOS 02423

E. O. 11652: NA

TAGS: BEXP, NI

SUBJ: INTERNATIONAL TRADE FAIR IN LAGOS

REF : (A) LAGOS 2040 (B) STATE 42586

1. ECON COUNS CAHILL, DEPOFF LOLLIS (AF/W), AND USIS OFFICER KING INSPECTED THE 778 ACRE TRADE FAIR SITE MARCH 1. ADMINISTRATIVE BUILDING (WHICH ALONE IS LARGER THAN THE NATIONAL THEATER CONSTRUCTED FOR FESTAC), FOUR HUGE EXHIBITION HALLS, STADIUM, 104-UNIT MOTEL, WATER PURIFICATION PLANT, RESTAURANTS, CIRCUMFERENTIAL HIGHWAY, HARD-SURFACED PARKING LOTS, AND MILES OF INTERNAL ROADWAYS ARE NEARING COMPLETION. ALL ARE IMPRESSIVE, BEAUTIFUL, AND PERMANENT. FROM ALL APPEARANCES, FMG HAS RECEIVED THOROUGHLY PROFESSIONAL RESULTS FROM ITS DOLLARS 192 MILLION CONSTRUCTION CONTRACT WITH THE YUGOSLAV FIRM WHICH HAS DESIGNED AND OVERSEEN THE ENTIRE PROJECT TO DATE.

2. USIS PHOTOGRAPHER TOOK PICTURES OF ALL RELEVANT AREAS OF THE EXHIBITION GROUNDS. LOLLIS WILL HAND DELIVER PRINTS AND MAPS TO WASHINGTON MARCH 10, AND CAHILL PLANS DISCUSS FAIR WITH WASHINGTON AGENCIES STARTING MARCH 17.

3. MINISTRY TRADE EXPECTED RELEASE APPLICATION FORMS MARCH 4.

4. COMMENT: REF A AND FOREGOING COMMENTS SHOULD COMPLETELY UNCLASSIFIED

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DISABUSE WASHINGTON AGENCIES THAT LAGOS INTERNATIONAL TRADE FAIR IS IN ANY WAY "COUNTY FAIR" OR "COMMERCIAL PRESENCE FAIR." IT IS IN FACT FIRST USE OF VERY LARGE AND ATTRACTIVE NEW INTERNATIONAL EXHIBITION GROUND IN ONE OF THE WORLD'S MOST RAPIDLY EXPANDING MARKETS AND THE LARGEST BY FAR IN BLACK AFRICA. ALTHOUGH OUR COMPETITORS APPEAR AT PRESENT TO BE NO BETTER ORGANIZED THAN WE TO PARTICIPATE IN THE FAIR BEGINNING

NEXT NOVEMBER, THEY CAN CERTAINLY BE EXPECTED TO RECOGNIZE THIS OCCASION FOR THE IMPORTANT COMMERCIAL OPPORTUNITY THAT IT REPRESENTS. WE CANNOT AFFORD, EVEN ON A PURELY COMMERCIAL BASIS, TO HAVE ANYTHING LESS THAN A LARGE AND PROFESSIONAL PRESENCE.

5. FYI: LEST THERE BE ANY MISUNDERSTANDING OF REF A, HALL OF NATIONS (DESCRIBED PAR 6A) AND SURROUNDING AREAS FOR OPEN-AREA DISPLAYS AND TEMPORARY PAVILIONS ARE INTENDED FOR NON-COMMERCIAL DISPLAYS OF PARTICIPATING GOVERNMENTS. USIA DOME CAN BE ERECTED CLOSE TO THE HALL OF NATIONS AND WOULD COMPLETELY SATISFY THE US NEED TO BE REPRESENTED IN THIS AREA OF THE FAIR. THE USDOC SUPPORTED EXHIBITION WOULD BE IN THE INTERNATIONAL HALL (PAR 6B) AND IN SURROUNDING OPEN AREAS. END FYI.

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